



WTVD-TV DURHAM  
411 LIBERTY STREET  
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-15-2012 PAGE: 1 of 5

INNOVATIVE ADVERTISING INC. - 11360  
ATTN: HEIDI GUERRA  
4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code						Station/Market							
				NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS						WTVD - DURHAM							
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing				Package							
				246214	A. CLIFFORD	10-12-2012	10-22-2012	M (Broadcast Month, Cycle 1)				N							
Line	Start Date	End Date	Time Period				Description	RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1001																
1	10-12-2012	10-14-2012	04:30AM - 04:59AM				EYEWITNESS NEWS @ 4:30AM (MON-THU/SUN) (1	1	30					X		1	130	1	130.00
2	10-15-2012	10-21-2012	04:30AM - 04:59AM				EYEWITNESS NEWS @ 4:30AM (MON-THU/SUN) (1	1	30	X	X	X	X	X		5	130	5	650.00
3	10-22-2012	10-22-2012	04:30AM - 04:59AM				EYEWITNESS NEWS @ 4:30AM (MON-THU/SUN) (1	1	30	1						1	130	1	130.00
4	10-12-2012	10-14-2012	05:00AM - 05:30AM				EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDAY)	1	30				1			1	700	1	700.00
5	10-15-2012	10-21-2012	05:00AM - 05:30AM				EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDAY)	1	30	X	X	X	X	X		5	700	5	3,500.00
6	10-22-2012	10-22-2012	05:00AM - 05:30AM				EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDAY)	1	30	1						1	700	1	700.00
7	10-12-2012	10-14-2012	07:00AM - 09:00AM				GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30				1			1	1,500	1	1,500.00
8	10-15-2012	10-21-2012	07:00AM - 09:00AM				GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X	X	X	X	X		5	1,500	5	7,500.00
9	10-22-2012	10-22-2012	07:00AM - 09:00AM				GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	1						1	1,500	1	1,500.00
10	10-12-2012	10-14-2012	09:00AM - 10:00AM				LIVE! WITH KELLY & MICHAEL (842)	1	30				1			1	700	1	700.00
11	10-15-2012	10-21-2012	09:00AM - 10:00AM				LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X	X	X	X		5	700	5	3,500.00
12	10-22-2012	10-22-2012	09:00AM - 10:00AM				LIVE! WITH KELLY & MICHAEL (842)	1	30	1						1	700	1	700.00
13	10-12-2012	10-14-2012	07:00AM - 08:00AM				EYEWITNESS NEWS SATURDAY AT 7AM (2408)	1	30				X			1	650	1	650.00
14	10-15-2012	10-21-2012	07:00AM - 08:00AM				EYEWITNESS NEWS SATURDAY AT 7AM (2408)	1	30				X			1	650	1	650.00
15	10-12-2012	10-14-2012	09:00AM - 10:00AM				EYEWITNESS NEWS SAT 9-10AM (10765)	1	30				X			1	600	1	600.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M>New Makegood Activity, CM=Combined Makegood



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4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand		Product Code		Station/Market	
			0	NC JUDICIAL COALITION	NC JUDICIAL COALITION		POLITICALS		WTVD - DURHAM	
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
			1001	246214	PHILADELPHIA	A. CLIFFORD	10-12-2012	10-22-2012	M (Broadcast Month, Cycle 1)	N 246214
Line	Start Date	End Date	Time Period			Description		RC	Duration	M T W T F S S SPW Price Tot Spots Total \$
			Agency CPE: E : 1001							
16	10-15-2012	10-21-2012	09:00AM - 10:00AM			EYEWITNESS NEWS SAT 9-10AM (10765)		1	30	X 1 600 1 600.00
17	10-12-2012	10-14-2012	06:00AM - 07:00AM			EYEWITNESS NEWS SUNDAY 6-7A (6243)		1	30	X 1 400 1 400.00
18	10-15-2012	10-21-2012	06:00AM - 07:00AM			EYEWITNESS NEWS SUNDAY 6-7A (6243)		1	30	X 1 400 1 400.00
19	10-12-2012	10-14-2012	07:00AM - 08:00AM			EYEWITNESS NEWS SUN 7-8A (820)		1	30	X 1 800 1 800.00
20	10-15-2012	10-21-2012	07:00AM - 08:00AM			EYEWITNESS NEWS SUN 7-8A (820)		1	30	X 1 800 1 800.00
21	10-12-2012	10-14-2012	08:00AM - 09:00AM			GOOD MORNING AMERICA SUNDAY (4789)		1	30	X 1 850 1 850.00
22	10-15-2012	10-21-2012	08:00AM - 09:00AM			GOOD MORNING AMERICA SUNDAY (4789)		1	30	X 1 850 1 850.00
23	10-12-2012	10-14-2012	08:00AM - 09:00AM			GOOD MORNING AMERICA SATURDAY (1883)		1	30	X 1 800 1 800.00
24	10-15-2012	10-21-2012	08:00AM - 09:00AM			GOOD MORNING AMERICA SATURDAY (1883)		1	30	X 1 800 1 800.00
25	10-12-2012	10-14-2012	05:30AM - 06:00AM			EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA		1	30	1 1 850 1 850.00
26	10-15-2012	10-21-2012	05:30AM - 06:00AM			EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA		1	30	X X X X X 5 850 5 4,250.00
27	10-22-2012	10-22-2012	05:30AM - 06:00AM			EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA		1	30	1 1 850 1 850.00
28	10-12-2012	10-14-2012	05:30PM - 06:00PM			EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8		1	30	1 1 2,800 1 2,800.00
29	10-15-2012	10-21-2012	05:30PM - 06:00PM			EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8		1	30	X X X X X 5 2,800 5 14,000.00
30	10-22-2012	10-22-2012	05:30PM - 06:00PM			EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8		1	30	1 1 2,800 1 2,800.00

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				NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS						WTVD - DURHAM								
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing			Package	Contract Title								
			1001	246214	PHILADELPHIA	A. CLIFFORD	10-12-2012	10-22-2012	M (Broadcast Month, Cycle 1)			N	246214							
Line	Start Date	End Date	Time Period			Description			RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 1001																	
31	10-12-2012	10-14-2012	06:00PM - 06:30PM			EYEWITNESS NEWS AT 6 SUN (822)			1	30				X		1	1,800	1	1,800.00	
32	10-15-2012	10-21-2012	06:00PM - 06:30PM			EYEWITNESS NEWS AT 6 SUN (822)			1	30				X		1	1,800	1	1,800.00	
33	10-12-2012	10-14-2012	04:00PM - 05:00PM			EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (			1	30				1		1	800	1	800.00	
34	10-15-2012	10-21-2012	04:00PM - 05:00PM			EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (			1	30	X	X	X	X	X	5	800	5	4,000.00	
35	10-22-2012	10-22-2012	04:00PM - 05:00PM			EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (			1	30	1					1	800	1	800.00	
36	10-15-2012	10-21-2012	07:00PM - 07:30PM			EYEWITNESS NEWS SAT 7-730P (838)			1	30				X		1	2,135	1	2,135.00	
37	10-12-2012	10-14-2012	10:00AM - 11:00AM			RACHEL RAY (MONDAY-FRIDAY) (851)			1	30				1		1	400	1	400.00	
38	10-15-2012	10-21-2012	10:00AM - 11:00AM			RACHEL RAY (MONDAY-FRIDAY) (851)			1	30	X	X	X	X	X	5	400	5	2,000.00	
39	10-22-2012	10-22-2012	10:00AM - 11:00AM			RACHEL RAY (MONDAY-FRIDAY) (851)			1	30	1					1	400	1	400.00	
40	10-12-2012	10-14-2012	11:00AM - 12:00PM			THE VIEW (MONDAY-FRIDAY) (846)			1	30				1		1	700	1	700.00	
41	10-15-2012	10-21-2012	11:00AM - 12:00PM			THE VIEW (MONDAY-FRIDAY) (846)			1	30	X	X	X	X	X	5	700	5	3,500.00	
42	10-22-2012	10-22-2012	11:00AM - 12:00PM			THE VIEW (MONDAY-FRIDAY) (846)			1	30	1					1	700	1	700.00	
43	10-12-2012	10-14-2012	12:00PM - 12:30PM			EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			1	30				1		1	850	1	850.00	
44	10-15-2012	10-21-2012	12:00PM - 12:30PM			EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			1	30	X	X	X	X	X	5	850	5	4,250.00	
45	10-22-2012	10-22-2012	12:00PM - 12:30PM			EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			1	30	1					1	850	1	850.00	

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Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title		
Line	Start Date	End Date	Time Period			Description						RC	Duration	M T W T F S S		
			Agency CPE: E : 1001									SPW	Price	Tot Spots	Total \$	
46	10-12-2012	10-14-2012	12:30PM - 01:00PM			MILLIONAIRE 1230-1P(MONDAY-FRIDAY) (927)						1	30	1	1 400	1 400.00
47	10-15-2012	10-21-2012	12:30PM - 01:00PM			MILLIONAIRE 1230-1P(MONDAY-FRIDAY) (927)						1	30 X X X X X	5 400	5 2,000.00	
48	10-22-2012	10-22-2012	12:30PM - 01:00PM			MILLIONAIRE 1230-1P(MONDAY-FRIDAY) (927)						1	30 1	1 400	1 400.00	
49	10-12-2012	10-14-2012	09:00AM - 10:00AM			LIVE! WITH KELLY & MICHAEL (842)						1	30	1	1 500	1 500.00
50	10-15-2012	10-21-2012	09:00AM - 10:00AM			LIVE! WITH KELLY & MICHAEL (842)						1	30 X X X X X	5 500	5 2,500.00	
51	10-22-2012	10-22-2012	09:00AM - 10:00AM			LIVE! WITH KELLY & MICHAEL (842)						1	30 1	1 500	1 500.00	
52	10-12-2012	10-14-2012	07:00PM - 07:30PM			JEOPARDY ( MONDAY-FRIDAY) (898)						1	30	1	1 3,000	1 3,000.00
53	10-15-2012	10-21-2012	07:00PM - 07:30PM			JEOPARDY ( MONDAY-FRIDAY) (898)						1	30 X X X X X	5 3,000	5 15,000.00	
54	10-22-2012	10-22-2012	07:00PM - 07:30PM			JEOPARDY ( MONDAY-FRIDAY) (898)						1	30 1	1 3,000	1 3,000.00	
55	10-12-2012	10-14-2012	07:30PM - 08:00PM			WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)						1	30	1	1 2,600	1 2,600.00
56	10-15-2012	10-21-2012	07:30PM - 08:00PM			WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)						1	30 X X X X X	5 2,600	5 13,000.00	
57	10-22-2012	10-22-2012	07:30PM - 08:00PM			WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)						1	30 1	1 2,600	1 2,600.00	
58	10-15-2012	10-21-2012	07:30PM - 08:00PM			WHEEL OF FORTUNE SAT (900)						1	30 1 X	1 1,250	1 1,250.00	
59	10-15-2012	10-21-2012	09:00PM - 11:00PM			PRIME SPECIALS (797)						1	30 1	1 2,800	1 2,800.00	
----- ITEM LINE NOTE ----- DEBATE																

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Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing			Package	Contract Title						
			1001	246214	A. CLIFFORD	10-12-2012	10-22-2012	M (Broadcast Month, Cycle 1)			N	246214						
Line	Start Date	End Date	Time Period			Description						SPW	Price	Tot Spots	Total \$			
60	10-12-2012	10-14-2012	10:00PM - 11:00PM			FRIDAY PRIME 10-11P (791)						1	30	1	1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- 20/20															
61	10-15-2012	10-21-2012	10:00PM - 11:00PM			FRIDAY PRIME 10-11P (791)						1	30	1	1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- 20/20															
62	10-12-2012	10-14-2012	09:00PM - 10:00PM			SUNDAY PRIME 9-10P (855)						1	30	1	1	4,500	1	4,500.00
			----- ITEM LINE NOTE ----- REVENGE															
63	10-15-2012	10-21-2012	09:00PM - 10:00PM			SUNDAY PRIME 9-10P (855)						1	30	1	1	4,500	1	4,500.00
			----- ITEM LINE NOTE ----- REVENGE															
64	10-15-2012	10-21-2012	08:00PM - 09:00PM			TUES PRIME 8-9P (810)						1	30	1	1	8,500	1	8,500.00
			----- ITEM LINE NOTE ----- DWTS															
65	10-15-2012	10-21-2012	08:00PM - 09:00PM			MONDAY PRIME 8-10P (795)						1	30	1	1	8,500	1	8,500.00
			----- ITEM LINE NOTE ----- DWTS															
														Contracted Gross Total:	121	163,495.00		
														Actual Gross Total:	121	163,495.00		
														Agency Commission:		24,524.25		
														Net Total:		138,970.75		
Month/YR			Preempted		Made Good	Contract Total			Adjustments			Actual Total						
Oct 12			5,600.00		0.00	163,495.00			0.00			163,495.00						
<b>TOTAL</b>			<b>5,600.00</b>		<b>0.00</b>	<b>163,495.00</b>			<b>0.00</b>			<b>163,495.00</b>						

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